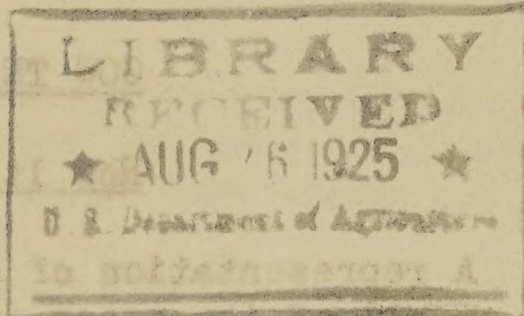


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

COW TESTING

A booth exhibit showing the difference in profit between a low and a high producing dairy cow; and the importance of cow testing work.

Specifications

Floor Space - - - - - 13 ft. front,
8 ft. deep.
Wall space - - - - - None.
Shipping weight - - - - - 550 lbs.
Electrical Requirements - None

COW TESTING.

How It Looks

A representation of a dairy-herd account book takes up all of the space on the center section of this exhibit. On the open book are seen the pictures of three cows, and beside each cow one or more milk cans marked to show the cow's production of milk.

On the left or debit side of the ledger is shown an unprofitable cow, while in the very middle of the ledger is shown a cow that produces just enough to pay the overhead charges. On the right or credit side of the ledger is shown a cow which is profitable, according to cow-testing records and is the only kind that should be kept.

The left section presents actual returns of three cows as revealed in the searchlight of the cow-testing records. The light and equipment on this section have been painted in a very realistic manner.

On the right section are two enlarged colored photographs of dairy herds, and text telling how much a certain dairyman increased the average income from his herd after six years of careful testing and culling.

The booth is 13 feet across the front, 8 feet deep, and 7 feet 4 inches high.

What It Tells

The importance of keeping books on the dairy farm is emphasized in this exhibit. The bookkeeping may be done very effectively through the agency of a cow-testing association.

The cow-testing association is an organization of about 26 dairy farmers who cooperatively employ a tester to test their cows for economical production of milk and butterfat. Like a searchlight the association reveals the true record of each cow and every cow in the herd. Knowing the production, feed cost, and income records of his cows, the dairyman can eliminate guess-work and select or reject with certainty.

The cow-testing association records seal the doom of the low producer, but the same records secure for the high producer and persistent milker an honored place in the dairy herd.

The exhibit shows what may be gained by belonging to an association over a period of years. Eight years ago a certain herd produced an income over cost of feed of only 64 cents per cow. This herd was in a cow-testing association, and the testing records showed to the owner what he had not discovered otherwise, about the way his herd was going, and how to set things right. Today, after making use of the information gained from the cow-testing association records, his herd produces an average income over cost of feed per cow, of a little more than \$90 a year.

Do you belong to a cow-testing association? If so, on which side of the ledger does each of your cows stand? Every year your herd should show a gain per cow in production of milk, in production of butterfat, and in income over cost of feed. If your herd is not gaining day by day in every way, study the cow-testing association records and find out why.

Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.

Farmers' Bulletin No. 1446 Cow Testing Associations
Miscel. Circular No. 26 Cow Tester's Handbook
U.S.D.A. Bulletin No. 1069 Relation of Production to Income
U.S.D.A. Bulletin No. 1071 Influence of Season of Freshening.
Dept. Circular No. 235 Utility Value of Purebred Livestock.
Yearbook Separate No. 841 Runts and the Remedy.

